

## CLAIMS

1. An information processing apparatus comprising:  
transmission means for transmitting request information  
5 continuously at a particular interval, the request information  
requesting related information related to a content in a  
broadcast program being received;  
reception means for receiving the related information  
corresponding to the request information, and an identification  
10 code indicative of a right to receive a particular service upon  
purchase of a content;  
storage means for storing the related information and the  
identification code which have been received; and  
display means for displaying the related information stored  
15 in the storage means.
2. The information processing apparatus according to  
claim 1, wherein  
the transmission means transmits the identification code  
together with purchase request information requesting purchase  
20 of a content, and  
the reception means receives content data corresponding to  
the purchase request information, as well as additional data  
corresponding to the identification code.
3. The information processing apparatus according to  
25 claim 1, wherein  
the transmission means transmits purchase request  
information requesting purchase of a content, the identification  
code, and user identification information to identify a user.
4. The information processing apparatus according to

claim 1, wherein

the reception means receives plural identification codes each being the identification code, and

the transmission means transmits purchase request  
5 information requesting purchase of a content, and the plural identification codes.

5. The information processing apparatus according to claim 4, wherein the plural identification codes transmitted by the transmission means are those that can be used for a purpose  
10 of purchase indicated by the purchase request information, among the plural identification codes received by the reception means.

6. The information processing apparatus according to claim 1, wherein

when a user who receives the broadcast program purchases an  
15 arbitrary content, the reception means receives a first identification code indicative of a right to allow the user to receive a particular service,

the storage means stores the related information and the first identification code which have been received by the  
20 reception means,

the display means displays the related information stored in the storage means,

in response to an instruction to purchase the arbitrary content, the transmission means transmits the first  
25 identification code together with purchase request information requesting purchase of the arbitrary content, and

the reception means receives, together with content data corresponding to the purchase request information, a second identification code indicative of a right to allow the user to

receive a particular service when the user further purchases a content.

7. The information processing apparatus according to claim 6, wherein

5 the reception means receives the content data, the second identification code, and additional data corresponding to the first identification code.

8. The information processing apparatus according to claim 6, wherein

10 the transmission means transmits the purchase request information, the first identification code, and user identification information to identify the user.

9. The information processing apparatus according to claim 6, wherein

15 the transmission means transmits the first identification codes, and

the reception means receives the content data, the second identification code, and additional data corresponding to plural first identification codes each being the first identification  
20 code.

10. An information processing apparatus comprising:

storage means for storing related information related to a content in a broadcast program received by a communication device;

25 reception means for receiving request information requesting the related information and transmitted continuously at a particular interval from the communication device; and

transmission means for transmitting the related information to the communication device in response to the request

information received by the reception means, and transmitting an identification code indicative of a right to allow a user of the communication device to receive a particular service when the user purchases a content.

5           11. The information processing apparatus according to claim 10, wherein the transmission means transmits one identical identification code as the identification code during a particular time band.

10           12. The information processing apparatus according to claim 10, wherein

the reception means receives purchase request information requesting purchase of a content, the identification code, and user identification information, from the communication device,

15           the transmission means transmits content data corresponding to the purchase request information, and additional data corresponding to the identification code, to the communication device, and

20           the information processing apparatus further comprises management means for managing transmission of the additional data by the transmission means, for every item of the user identification information.

25           13. The information processing apparatus according to claim 12, wherein the transmission means transmits the additional data, corresponding to the number of identification codes each being the identification code.

14. The information processing apparatus according to claim 12, wherein the identification code includes information indicative of an expiration limit, and the transmission means transmits the additional data, corresponding to the

identification code which has not expired yet.

15. The information processing apparatus according to claim 12, wherein the identification code includes service provider identification information to identify a service  
5 provider who provides a particular service when the user purchases a content, and the transmission means transmits the additional data concerning the service provided by use of the service provider identification information.

16. The information processing apparatus according to  
10 claim 10, wherein

when a user who receives the broadcast program purchases an arbitrary content, the transmission means transmits a first identification code indicative of a right to allow the user to receive a particular service together with the related  
15 information corresponding to the request information,

the reception means receives the first identification code together with purchase request information requesting purchase of the arbitrary content, and

the transmission means transmits, together with content  
20 data corresponding to the purchase request information, a second identification code indicative of a right to allow the user to receive a particular service when the user further purchase a content.

17. The information processing apparatus according to  
25 claim 16, wherein the transmission means transmits one identical first identification code as the first identification code during a particular time band.

18. The information processing apparatus according to claim 16, wherein the reception means receives the purchase

request information, the first identification code, and user identification information to identify the user,

the transmission means transmits the content data and additional data corresponding to the first identification code,  
5 and

the information processing apparatus further comprises management means for managing transmission of the additional data by the transmission means, for every item of the user identification information.

10 19. The information processing apparatus according to claim 18, wherein the transmission means transmits the additional data, corresponding to the number of first identification codes each being the first identification code.

20. The information processing apparatus according to  
15 claim 16, wherein the first identification code includes information indicative of an expiration limit.

21. The information processing apparatus according to claim 16, wherein the first identification code includes service provider identification information to identify a service  
20 provider who provides a particular service when the user purchases a content.

22. The information processing apparatus according to claim 21, wherein the first identification code is authenticated based on the service provider identification information.

25 23. The information processing apparatus according to claim 21, wherein the second identification code includes service provider identification information different from the service provider identification information.

24. The information processing apparatus according to

claim 16, wherein the second identification code is a dummy track.

25. An information processing method comprising:  
transmitting request information continuously at a  
5 particular interval, the request information requesting related information related to a content in a broadcast program being received;

receiving the related information corresponding to the request information, and an identification code indicative of a  
10 right to receive a particular service upon purchase of a content;

storing the related information and the identification code which have been received; and

displaying the stored related information.

15 26. An information processing method comprising:  
storing related information related to a content in a broadcast program received by a communication device;

receiving request information requesting the related information and transmitted continuously at a particular  
20 interval from the communication device; and

transmitting the related information to the communication device in response to the received request information, and transmitting an identification code indicative of a right to allow a user of the communication device to receive a particular  
25 service when the user purchases a content.

27. The information processing method according to claim 26, wherein

the communication device is configured to be communicable with a related information providing server and an

authentication server,

the related information providing server receives request information transmitted from the communication device, and a service session ID as a session ID between the communication  
5 device and the related information providing server,

if the related information providing server performs an authentication processing by the service session ID and determines an authentication error, the related information providing server transmits information indicative of the  
10 authentication error and service identification information to identify the related information providing server,

the authentication server receives, from the communication device, authentication ticket issuance request information requesting issuance of an authentication ticket to access the  
15 related information providing server, together with an authentication session ID as a session ID between the communication device and the authentication server,

if the authentication server performs an authentication processing on the authentication session ID and permits  
20 authentication, the authentication server issues and transmits an authentication ticket to the communication device,

the related information providing server receives the authentication ticket transmitted from the communication device and transmits the authentication ticket to the authentication  
25 server,

if the authentication server authenticates the authentication ticket to be valid, the authentication server transmits information indicative of authentication permission, to the related information providing server,



upon reception of information indicative of the authentication permission, the related information providing server issues a service session ID as a session ID between the communication device and the related information providing server and transmits the service session ID to the communication device,

the related information providing server receives, from the communication device, request information requesting the related information, together with the received service session ID, and if the related information providing server performs an authentication processing by use of the service session ID and permits authentication, the related information providing server transmits related information corresponding to the request information, and the identification code, to the communication device.

28. The information processing method according to claim 27, wherein

if the authentication server performs an authentication processing on the authentication session ID and determines an authentication error, the authentication server transmits information indicative of the authentication error to the communication device,

if the authentication server performs an authentication processing on the user ID and a password which are transmitted from the communication device and permits authentication, the authentication server issues an authentication session ID as a session ID between the communication device and the authentication server, and

the authentication server thereafter receives the

authentication ticket issuance request information together with the authentication session ID, from the communication device.

29. An information processing program to make a computer function as:

5 transmission means for transmitting request information continuously at a particular interval, the request information requesting related information related to a content in a broadcast program being received;

reception means for receiving the related information  
10 corresponding to the request information, and an identification code indicative of a right to receive a particular service upon purchase of a content;

storage means for storing the related information and the identification code which have been received; and

15 display means for displaying the related information stored in the storage means.

30. An information processing program to make a computer function as:

storage means for storing related information related to a  
20 content in a broadcast program received by a communication device;

reception means for receiving request information requesting the related information and transmitted continuously at a particular interval from the communication device; and

25 transmission means for transmitting the related information to the communication device in response to the request information received by the reception means, and transmitting an identification code indicative of a right to allow a user of the communication device to receive a particular service when the

user purchases a content.